

I write in support of the authorization of Supplemental Audio Channels (SACs) for radio stations broadcasting in a digital mode utilizing In Band-On Channel technology. As manager of a public radio station, I hear on an almost daily basis requests from listeners for programs that we are inclined but unable to carry because of time constraints or for more of the programming formats that we already offer but cannot carry, again, because of the limited number of hours in a day.

For this reason, I am convinced that listeners to public radio stations operating in medium and small markets will particularly benefit from stations' use of supplemental channels. I believe that the availability of significant new programming via a SAC will do more to drive adoption of digital radio by listeners than will improvement in audio quality.

Implementing SACs will allow digital radio broadcasting to truly offer the utmost in service to citizens and will provide for the most economical use of the new technology.

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